

Contract # 25323506

Changes as of: 10/11/2016 at 12:10 PM

Version: Highlighting Revision 2

**CPE**: //1398

Flight: 10/4/16 - 11/8/16 Advertiser: COOK, BILL

Station: WAVY Market: Norfolk-Virginia Beach

Total \$: \$207,980.00 Total Spots: 392

Agency: INNOVATIVE ADVERTISING

Product: COOK/SEN/R

**Salesperson:** BILL THOMAS 202-872-5880

Office: WASHINGTON

Total CPP: \$0.00

4250 hIGHWAY 22 Suite 7

Primary Demo: Adults 35+

Total GRP:

125 West 55th St New York, NY 10019 Mandeville, LA 70471 Agency Order #:

Buyer: HEIDI GUERRA Con Type: POLITICAL/VOTE

Assistant: BILL THOMAS 202-872-5880

Separation:

												10	/4 - 10	/16						
#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4	10/5	10/6	10/7	10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16	
REV- 1	M-F 4a-4:30a		EARLY NEWS	\$90.00			1 • 0	1 • 0	1 • 0	1 • 0	0	0	1▶0	1▶0	1	1	1	0	0	
	Changes: Rate fro	om 65 to 90																		
REV- 3	M-F 5a-6a		5A NEWS	\$360.00	0.0	30	1	1	1	1	0	0	1	1	1 • 0	1	1	0	0	
REV- 5	M-F 7a-9a		TODAY SHOW	\$625.00	0.0	30	2	2	2	2	0	0	2	1	1	1 • 0	2 1	0	0	
REV- 16	M-F 6p-6:30p		6P NEWS	\$400.00	0.0	30	1 1	1 1 1	1 1 1	1 1 1	0	0	1 • 0	1 • 0	1 • 0	1 • 0	1 • 0	0	0	7
REV- 28	Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	2	0	
REV- 29	Su 2p-6p		NASCAR SPRING CUP: KANSAS	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	2 • 0	
REV- 30	Su 2p-6p		NASCAR SPRINT CUP: TEXAS	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	
REV+ 31	Su 2:30p-6p		FORMULA ONE RACING: AUSTIN	\$150.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	
REV+ 33	M-F 6p-6:30p		6P NEWS	\$700.00	0.0	30	0 • 0	0 • 0	0 • 0	0 • 0	0 • 0	0 • 0	0 • 0	0 • 0	0 • 1	0 • 1	0 • 1	0 • 0	0 • 0	
					TO	ΓALS:	14	14	14	13	2	7	14	13	13	13	12	4	5	

Printed on 10/11/2016 at 12:49 PM Page 1 of 4



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Advertiser: COOK, BILL

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125 West 55th St New York, NY 10019 Mandeville, LA 70471 Agency Order #:

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Con Type: POLITICAL/VOTE

Station: WAVY

Assistant: BILL THOMAS 202-872-5880

Separation:

						10/17 - 10/29												
Day/Time	DP	Program	Rate	A35P Rating	Len	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27	10/28	10/29
M-F 4a-4:30a		EARLY NEWS				1	1	1	1	1	0	0	1	1	1	1	1	0
1				1														
M-F  5a-6a		5A NEWS	\$360.00	0.0	30	1	1	1	1	1	0	0	1	1	1	1	1	0
M-F 7a-9a		TODAY SHOW			30	1	1	1	1	1	0	0	1	1	1	1	1	0
M-F 6p-6:30p		6P NEWS	\$400.00	0.0	30	1 • 0	1 • 0	1 • 0	1 • 0	1 • 0	0	0	1 ▶ 0	1 • 0	1 • 0	1 • 0	1 • 0	0
Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	2 • 0	0	0	0	0	0	0	2 • 0
Su 2p-6p		NASCAR SPRING CUP: KANSAS	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0
Su 2p-6p		NASCAR SPRINT CUP: TEXAS	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	0	0
Su 2:30p-6p		FORMULA ONE RACING: AUSTIN	\$150.00	0.0	30	0	0	0	0	0	0	2 3	0	0	0	0	0	0
M-F 6p-6:30p		6P NEWS	\$700.00	0.0	30	0 1	0 • 1	0 • 1	0 • 1	0 • 0	0 • 0	0 • 0	0 • 1	0 • 1	0 1	0 • 1	0 • 0	0 • 0
	M-F 4a-4:30a M-F 5a-6a M-F 7a-9a M-F 6p-6:30p Sa-Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p	M-F 4a-4:30a M-F 5a-6a M-F 7a-9a M-F 6p-6:30p Sa-Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p Su 2p-6p	M-F 4a-4:30a  EARLY NEWS  M-F 5a-6a  5A NEWS  M-F 7a-9a  TODAY SHOW  M-F 6p-6:30p  6P NEWS  Sa-Su 2p-6p  NASCAR Sprint Cup  Su 2p-6p  NASCAR SPRING CUP: KANSAS Su 2p-6p  NASCAR SPRINT CUP: TEXAS Su 2:30p-6p  FORMULA ONE RACING: AUSTIN M-F	M-F 4a-4:30a         EARLY NEWS         \$90.00           M-F 5a-6a         5A NEWS         \$360.00           M-F 7a-9a         TODAY SHOW         \$625.00           M-F 6p-6:30p         6P NEWS         \$400.00           Sa-Su 2p-6p         NASCAR Sprint Cup         \$800.00           Su 2p-6p         NASCAR SPRING CUP: KANSAS         \$800.00           Su 2p-6p         NASCAR SPRINT CUP: TEXAS         \$800.00           Su 2p-6p         NASCAR SPRINT CUP: TEXAS         \$800.00           Su 2:30p-6p         FORMULA ONE RACING: AUSTIN         \$150.00	M-F	M-F   4a-4:30a	M-F	M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 № 0         1 № 0           Sa-Su 2p-6p         NASCAR Sprint Cup         \$800.00         0.0         30         0         0           Su 2p-6p         NASCAR SPRING CUP: KANSAS         \$800.00         0.0         30         0         0           Su 2p-6p         NASCAR SPRINT CUP: TEXAS         \$800.00         0.0         30         0         0           Su 2:30p-6p         FORMULA ONE RACING: AUSTIN         \$150.00         0.0         30         0         0           M-F         TORMULA ONE RACING: AUSTIN         \$150.00         0.0         30         0         0	M-F   4a-4:30a   EARLY NEWS   \$90.00   0.0   30   1   1   1	M-F   4a-4:30a   EARLY NEWS   \$90.00   0.0   30   1   1   1   1   1   1   1   1   1	M-F   4a-4:30a   EARLY NEWS   \$90.00   0.0   30   1   1   1   1   1   1   1   1   1	Day/Time         DP         Program         Rate 4-4:30         A35P Rating Rating         Len         10/17         10/18         10/19         10/20         10/21         10/22           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         1         0           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         1         0           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         1 № 0         0 </td <td>Day/Time         DP         Program         Rate 4-4:30a         A35P Rating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         1         0         0           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         1         0         0           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0         0           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         0</td> <td>Day/Time         DP         Program         Rate dating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         1         0         0         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         0         0         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 № 0         1 № 0         1 № 0         1 № 0         0         0         0         0         0         1 № 0         <t< td=""><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         0         0         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         0</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0         0         1         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         1         1         1         1         0         0         1         1         1           Sa-Su         NASCAR Sprint Cup         \$800.</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27         10/28           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1</td></t<></td>	Day/Time         DP         Program         Rate 4-4:30a         A35P Rating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         1         0         0           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         1         0         0           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0         0           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         1 ★0         0	Day/Time         DP         Program         Rate dating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         1         0         0         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         0         0         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1 № 0         1 № 0         1 № 0         1 № 0         0         0         0         0         0         1 № 0         0 <t< td=""><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         0         0         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         0</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0         0         1         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         1         1         1         1         0         0         1         1         1           Sa-Su         NASCAR Sprint Cup         \$800.</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1</td><td>Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27         10/28           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1</td></t<>	Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         0         0         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         1         0         0         0	Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1           M-F 7a-9a         TODAY SHOW         \$625.00         0.0         30         1         1         1         1         1         0         0         1         1         1           M-F 6p-6:30p         6P NEWS         \$400.00         0.0         30         1         1         1         1         1         0         0         1         1         1           Sa-Su         NASCAR Sprint Cup         \$800.	Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1         1         1         1           M-F 5a-6a         5A NEWS         \$360.00         0.0         30         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1         1         1         1         1         0         0         1	Day/Time         DP         Program         Rate Pating         Len         10/17         10/18         10/19         10/20         10/21         10/22         10/23         10/24         10/25         10/26         10/27         10/28           M-F 4a-4:30a         EARLY NEWS         \$90.00         0.0         30         1         1         1         1         0         0         1

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Separation:

												10	/30 - 1	1/8			Total	Total		
#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8	Spots	\$	CPP	GRP
REV- 1	M-F 4a-4:30a		EARLY NEWS	\$90.00			0	1	1	1	1	1	0	0	1	1	20	\$1,800.00	\$0.00	0.0
REV- 3	M-F 5a-6a		5A NEWS	\$360.00	0.0	30	0	1	1	1	1	1	0	0	1	1	25	\$9,000.00	\$0.00	0.0
REV- 5	M-F 7a-9a		TODAY SHOW	\$625.00	0.0	30	0	1	1	1	1	1	0	0	2	2	32	\$20,000.00	\$0.00	0.0
REV- 16	M-F 6p-6:30p		6P NEWS	\$400.00	0.0	30	0	1 • 0	1 • 0	1 ▶ 0	1 • 0	1 • 0	0	0	1 • 0	0	4	\$1,600.00	\$0.00	0.0
REV- 28	Sa-Su 2p-6p		NASCAR Sprint Cup	\$800.00	0.0	30	0	0	0	0	0	0	2	0	0	0	4	\$3,200.00	\$0.00	0.0
	Su		NASCAR SPRING CUP: KANSAS	\$800.00	0.0	30	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
REV- 30	Su 2p-6p		NASCAR SPRINT CUP: TEXAS	\$800.00	0.0	30	0	0	0	0	0	0	0	2 • 0	0	0	0	\$0.00	\$0.00	0.0
	Su 2:30p-6p		FORMULA ONE RACING: AUSTIN	\$150.00	0.0	30	0	0	0	0	0	0	0	0	0	0	3	\$450.00	\$0.00	0.0
	M-F 6p-6:30p		6P NEWS	\$700.00			0 • 0	0 • 1	0 1	0 1	0 1	0 • 0	0 • 0	0 • 0	0 1	0 • 0	16	·	·	
		•		•	тот	TALS:	5	14	14	15	14	11	4	5	17	6	 392	\$207,980.00	\$0.00	0.0

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125 West 55th St

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202-872-5880

Salesperson: BILL THOMAS

CPE: //1398 Flight: 10/4/16 - 11/8/16
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Suite 7

Mandeville, LA 70471 Agency Order #:

#: Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Station: WAVY

Market: Norfolk-Virginia Beach

Office: WASHINGTON

Assistant: BILL THOMAS

202-872-5880

Separation:

Total GRP:

Total Spots: 392

Total CPP: \$0.00

Total \$: \$207,980.00

New York, NY 10019

Instructions

		Order Level Comments
Date/Time	Added by	Comment
		LINE 28: DT HURRICANE MATTHEWNASCAR WAS MOVED TO SUN 10/9 AND RAN FROM 12-4P.
		PLS REVISE
		PLS ADVISE.THX
10/10/16 9:30 AM	Nikia Worsham	NIKIA
		pls advise line 16- that was sent via email.
		line 22: 11/2 is wed, pls move to 11/1. spot has been input as such.
		line 28: 10/8 tp is 7-11p line 28: 10/15 tp is 330-6p line 28: 11/5 tp is 330-6p
10/03/16 2:10 PM	Nikia Worsham	line 28:10/22 & 10/29 we are not airing nascar.

	Competitive Information
Market Budget:	\$212,930
WAVY Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary									
Day/Time	% Distrib	Spots	Dollars	CPP	GRP				
	100%	392	\$207,980.00	N/A	0.0				
Total	100%	392	\$207,980.00	N/A	0.0				

Monthly Summary									
Month	Spots	Dollars							
2016-Oct	292	\$155,835.00							
2016-Nov	100	\$52,145.00							
Total	392	\$207,980.00							

					Trans	action Histor	у	
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/11/16 12:10 PM	LAILA DAFTARI	Revised		21	\$-4,950.00	\$0	Changes: Total Spots from 413 to 392, Calculated Dollars from \$212,930.00 to \$207,980.00, Total \$ from \$212,930.00 to \$207,980.00, User Entered \$ from \$212,930.00 to \$207,980.00. 9 buylines added or modified.
Revision	10/10/16 2:18 PM	LAILA DAFTARI	Confirmed			\$0	\$0	Changes: 2 buylines added or modified.
Makegood 2	10/10/16 9:30 AM	Nikia Worsham	Confirmed			\$0	\$0	
Makegood 1	10/3/16 2:10 PM	Nikia Worsham	Confirmed			\$0	\$0	
Queued for Electronic Contracting	10/3/16 12:01 PM					\$0	\$0	
New	10/3/16 11:59 AM	BILL THOMAS	Confirmed	413		\$212,930.00	\$212,930.00	

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Non-Discriminatio
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Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.